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September 29, 2005

**Via Electronic Filing**

Ms. Marlene H. Dortch, Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street, S.W., TW-A325  
Washington, DC 20554

Re: Children's Television Obligations of Digital Television Broadcasters, MM Docket No. 00-167

Dear Ms. Dortch:

Pursuant to section 1.1206(b)(2) of the Commission's rules, we hereby submit this notice regarding an *ex parte* meeting in the above-referenced proceeding.

On Wednesday, September 28, 2005, representatives of the Children's Media Policy Coalition ("Coalition") met with Heather Dixon of Chairman Martin's office. Coalition members in attendance were: Gloria Tristani of the Office of Communications of the United Church of Christ; Todd Haiken of the National PTA; Patti Miller of Children Now; Jeff McIntyre of the American Psychological Association; and Professor Angela Campbell, Jennifer Prime of the Institute for Public Representation at Georgetown University Law Center.

The Coalition urged the Commission not to grant the Motion for Extension of Effective Date or, in the Alternative, Administrative Stay filed by the Walt Disney Company, Viacom Inc., NBC Universal Inc., and NBC Telemundo.

The Coalition gave Ms. Dixon a draft article by Professor Campbell detailing the extensive use of character marketing to children; examples of host selling on program websites; a study by the Sesame Workshop showing the influence of known characters on children's dietary choices; and

+Practice Supervised by Members of the D.C. Bar  
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a preliminary 2004 study by the Federal Trade Commission showing the substantial increase in program promotions on television over the past thirty years. These documents are attached.

In accordance with the Commission's rules, this *ex parte* notice is being filed electronically in the above-referenced docket. If you have any questions regarding this filing, please do not hesitate to contact me at (202) 662-9543.

Respectfully Submitted,

/s/ Jennifer Prime

Jennifer Prime

Attachments

CC:  
Heather Dixon